

# **PX EXHIBIT 81**

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**From:** Holly Hampton </O=BAY TEK INC/OU=BAY-TEK/CN=RECIPIENTS/CN=HOLLY>  
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**Attachments:** NationalSkee-BallLeague2017.pdf  
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Turning Skee-Ball® into a national sport

# NSBL

*National Skee-Ball League*

CONFIDENTIAL 2017



# Mission



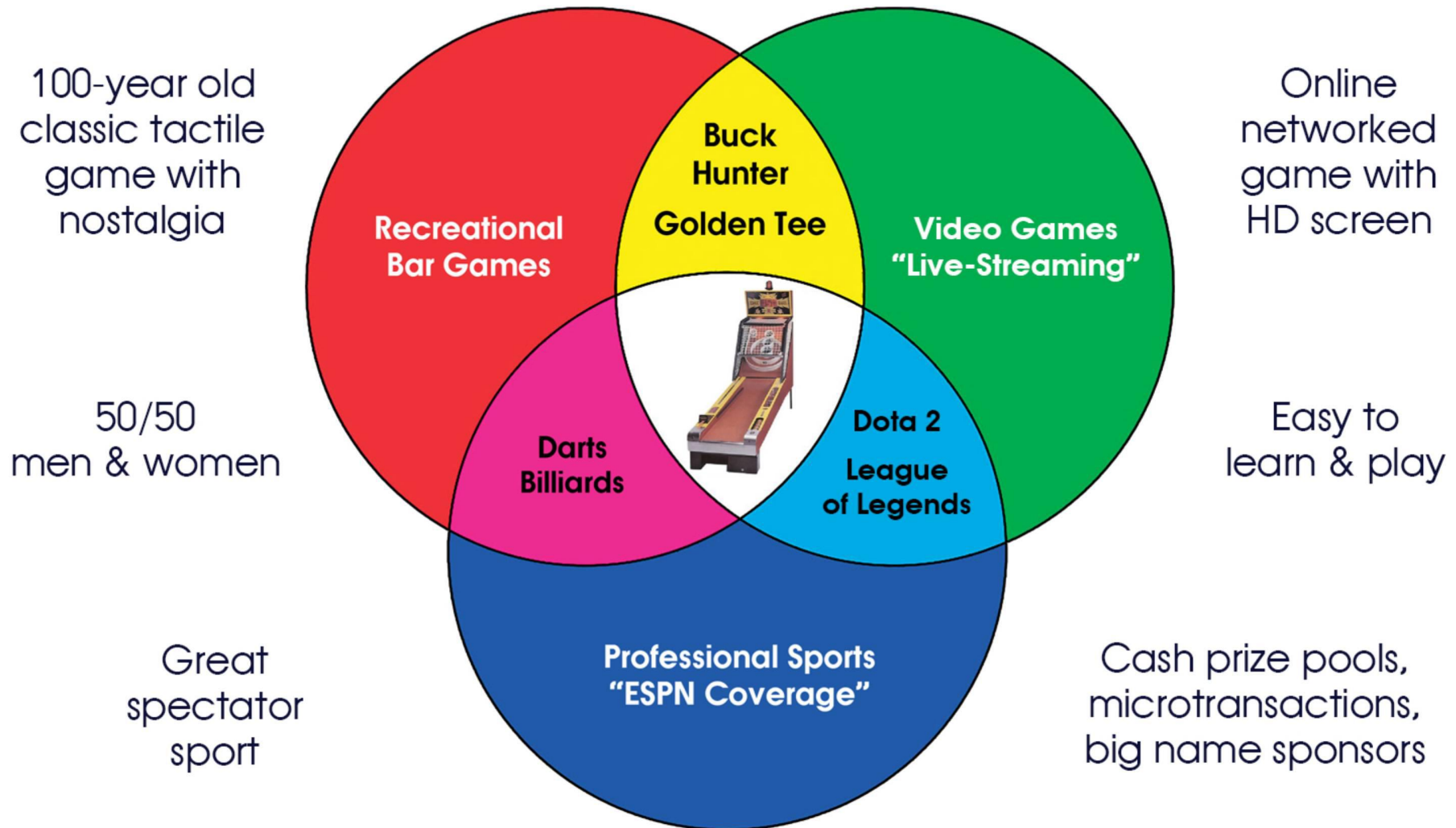
Turn Skee-Ball® into a national sport by building networked, live-streamed Skee-Ball® lanes played competitively and socially by adult gamers in bars across the country



# The Perfect Game



## *Why Skee-Ball® Has It All:*



# Validation



Since placing the first classic lanes into a bar 10 years ago, we have turned the nostalgic game of Skee-Ball® into a:

**Social Bar Game**

**Competitive Adult Sport**

**Community**



**1,000+** active league rollers in 6 cities

**550+** bars now have Skee-Ball®

**400+** sanctioned league events in 2016

**7** national league championships

**2** owned and operated dedicated Skee-Ball® bars

**Countless** national media coverage

**Diverse** national and regional brand sponsors

We created and validated the competitive and bar market in which to launch the modern day Skee-Ball® lane



# Press Validation



*We are responsible for making Skee-Ball® both a bar game and a sport*



**2007**

"A game that has been an arcade favorite for years is invading the bar scene. New Yorkers are living it up playing Skee-Ball® and the competition is fierce."



**2008**

"Skee-Ball® is serious. What was once a staple of arcades and amusement parks is now a competitive sport, thanks to the advent of Brewskee-Ball."



**2010**

"Now Skee-Ball® has the one thing it needs to make it a bona fide sport: a national champion."



**2011**

"It's not exactly the Heisman, but the Best Roller of the Year award, given to the top Skee-Baller offers its own cachet. The March Madness showdown features the land's 64 top rollers."

**SALON 2013**

"The 100-year-old arcade game has not just persisted, it has thrived: Skee-Ball® is, to a certain extent, the new darts, only less British, with just as much beer."

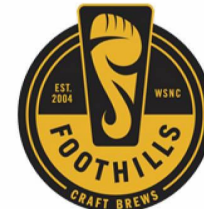
**PORTCITY  
DAILY 2016**

"A World War II maritime vessel is the last place you'd expect to find a beloved childhood arcade game. Then again, until a decade ago, your favorite bar wasn't a likely locale either. It's the era of adult Skee-Ball® - now a popular pastime across the country."

# Sponsor / Advertising Validation



*The league has had many beverage, lifestyle and tech brand sponsors*



FREEVERSE



Jaunt





# Current Revenue



*Each bar lane today*



**Skee-Ball®**  
**\$1,500/month**

*Pre-NSBL lane and technology*

# Growth Validation



*We have 50 registered rollers per classic lane today*



20 lanes in 6 bars



1,000 rollers

*In 5 years, with modern networked NSBL lanes*



2,000 lanes in 1,000 bars



100,000 rollers

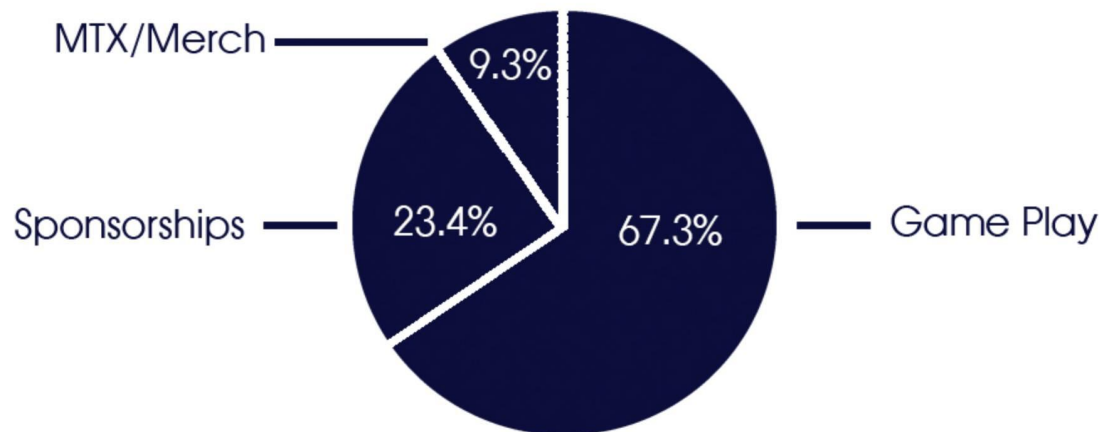


# Revenue Model



As the network grows so does revenue from game play, sponsorships, microtransactions and merchandise

Year	Lanes	Rollers	Revenue	Expense	Profit
1	150	4,000	\$505,600	\$1,055,600	\$-551,000
2	450	15,000	\$3,343,900	\$3,211,000	\$132,900
3	930	40,000	\$9,876,800	\$6,695,600	\$3,181,200
4	1,650	82,500	\$21,529,200	\$12,156,400	\$9,372,700
5	2,600	130,000	\$39,206,900	\$20,020,200	\$19,186,700



*Revenue from live streaming, events and licensing of NSBL software not listed*

# The Network Effect



*Getting to critical mass*

**More Lanes**  
+  
**Increased Prize Pool**  
+  
**Roller Rewards**  
+  
**Social Media**  
+  
**Live Streaming**  
=



**Network Growth**



# Product



## **NSBL LANES are networked and link to league app**

Rollers can play and see each other remotely live on camera

Sponsor and bar advertising on HD screens

Animation and cut scenes

NSBL event promotion, standings, stats and video coverage

Social media integration

Lanes stream live online

Customizable roller profiles



## **NSBL APP facilitates competitive play and community**

Bars and rollers can host their own tournaments

Timely released original NSBL games

Unlock in-game rewards for quality of play

Win game tokens and NSBL shop discounts for quality of play

Purchase avatars, skins, unique features and NSBL gear

Follow the careers of friends and rollers in the network

Locate NSBL lanes anywhere in the country

“Match Maker” pairs up rollers with similar stats and ability



## **NSBL LIVE EVENTS incentivize play with cash prizes**

Hundreds of rollers will qualify, thousands will watch live and online

Venues with sporting event and festival atmosphere

# User Experience



*A Skee-Ball® lover walks into a bar...*

**They see a  
NSBL Lane**



**The screen will also say:**

Download NSBL app  
10 free games  
Current prize pool

**They download  
the NSBL App**



The app is free  
and links to their  
Facebook account

**They play 10  
free NSBL games**



The 10 free games  
include a tutorial  
with tips and info  
about NSBL features

**They pay for  
NSBL games**



They also have the  
option to continue by  
paying \$1 per game



# Advantage



## WE ARE THE ONLY ONES WHO CAN DO THIS

We have the **exclusive and perpetual rights** from Bay Tek Games, Inc. to run competitive live play Skee-Ball® worldwide

Patentable NSBL  
Lane Technology



We already own the  
exclusive live play rights



We own NSBL.com

Patentable NSBL  
App Technology







## **Manufacture NSBL Lanes**

Bay Tek Games, leader in coin-op game development, is building lanes to our specifications

## **Develop NSBL Technology**

Eric Wikman (CTO) is developing the NSBL app and software that will power the lanes

## **Deploy NSBL Lanes**

25 lanes to be placed in our current league venues,  
50 lanes to be placed by NSBL bar and operator partners

## **Host NSBL Showcase**

NSBL venues will host a beta pre-launch tournament to generate buzz around product and network

## **Grow NSBL Roller Network**

Social media integration, live-streamed events, in-game rewards, climbing prize pools and national coverage will expand playerbase

## *Meet The Erics*



**Eric Pavony**  
*President & Founder*

Founded Brewskee-Ball in 2005.  
Creator of Major League Dreidel  
and inventor of the Spinagogue.  
Holds a patent for his game  
Five Hole Cornhole.



**Eric Wikman**  
*Technology*

CTO of Everycontractor.com  
and VP of Operations at Epicom.  
Software engineer and manager  
of all technology projects. Has a BBA  
in business management from Baylor.



**Eric Cooper**  
*Operations*

Venue and tour manager for  
20 years in the music industry.  
Operator of Austin league for  
8 years and Event Coordinator  
of the National Championship.

**Mike Woster**, CRO of the Linux Foundation, is advising with go-to-market plan and rollout.

# Revenue Based Finance



**% of top line revenue will be paid monthly  
until investor receives a 2x return**

<b>Investment</b>	<b>Top Line Rev</b>	<b>IRR</b>	<b>Payback Period</b>
\$1,000	0.0009%	13.64%	84 months
\$5,000	0.0071%	16.22%	75 months
\$10,000	0.0157%	16.79%	72 months
\$15,000	0.0262%	17.37%	70 months
\$25,000	0.0538%	18.61%	66 months

*IRR and payback period are estimations*

***If you are interested in investing above \$25k contact [eric@nsbl.com](mailto:eric@nsbl.com)***



# The Future



## IF WE BUILD IT, THEY WILL ROLL



1,000 BARS    2,000 LANES    100,000 ROLLERS    \$39M REVENUE



THE OFFICIAL SKEE-BALL LANE OF THE

# NSBL®

*Host entire national  
network of rollers  
at your bar!*

**BECOME A  
SANCTIONED  
NSBL VENUE  
TODAY!**

**32" HD SCREEN WITH LIVE STREAMING**

- LEAGUE AND TOURNAMENT SOFTWARE
- CAMERAS ALLOW FOR REMOTE PLAY
- CONNECT WITH PLAYERS VIA NSBL APP
- BAR AND PRODUCT ADVERTISING
- ORIGINAL GAMES AND ANIMATION
- SMARTPHONE PAYMENT SYSTEM
- SOCIAL MEDIA INTEGRATION
- CASH PRIZE POOL

- ✓ Social
- ✓ Competitive
- ✓ Community

*Financing  
Available!*



Not actual NSBL lane

Connectivity by

T-Mobile

twilio

**Buy Lane at  
NSBL.com**

**THE NEXT 100 YEARS OF SKEE-BALL BEGINS NOW**





THE OFFICIAL SKEE-BALL LANE OF THE

# NSBL®

*Compete and  
connect on  
your time!*

AT HOME  
OR OFFICE  
LET THE  
GOOD TIMES  
ROLL!

**32" HD SCREEN WITH LIVE STREAMING**

- **HOST YOUR OWN TOURNAMENTS**
- **PLAY FRIENDS AND COLLEAGUES REMOTELY**
- **COMPETE AGAINST ENTIRE NETWORK**
- **CLIMB LEADERBOARDS WIN REWARDS**
- **QUALIFY FOR NATIONAL EVENTS**
- **CONTEND FOR CASH PRIZE POOL**
- **ENJOY ORIGINAL GAMES**
- **HALF PRICE NSBL FEATURES**
- **FREE PLAY MODE**

*Financing  
Available!*

**Buy Lane at  
NSBL.com**

**THE NEXT 100 YEARS OF SKEE-BALL BEGINS NOW**

